DOCUMENT RESUME

ED 339 801 CE 052 282

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TITLE Introduction to Business. Module II. Telecommunication Aids in Learning the Keys (TALK).
INSTITUTION Lincoln County School of Technology, Lincolnton, NC.
PUB DATE Jul 88
NOTE 14p.; For related modules, see CE 052 281-284.
PUB TYPE Guides - Classroom Use - Teaching Guides (For Teacher) (052)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS *Business Education; Competency Based Education; Computer Simulation; Databases; High Schools; Information Networks; *Information Retrieval; *Information Technology; Learning Activities; Learning Modules; *Office Automation; Office Occupations Education; *Search Strategies; *Telecommunications

ABSTRACT

This module is intended for use by the instructor who wishes to integrate a unit on telecommunications into an Introduction to Business course. Contents include a list of materials needed to teach the unit, a list of competency goals and objectives, and some materials necessary for the three parts of this module: an introduction to telecommunications technology, ERIC MICROsearch simulation, and access to a news retrieval service. Each part consists of a list of activities and recommended time. The activities suggest teaching aids and materials and teacher and student activities. Addresses and telephone numbers of sources are appended. (YLB)

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TALK

Telecommunication Aids in Learning the Keys

ED339801

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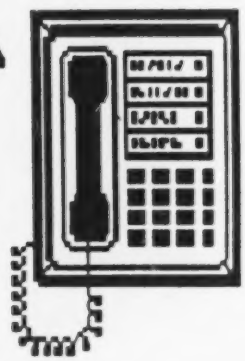

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Module II: Introduction To Business

CE052282

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Course Title: Introduction to Business

Module: Telecommunications

Materials Needed:

Part I - Telecommunications Technology and Devices
MPC Educational Publishers
by Rollie Cox and Harry R. Moon

Slide projector and screen

Test items

Part II - ERIC MICROsearch Simulation
Information Resources Publications
by W. Bruce Clark

Apple or IBM compatible
(except PC jr.)

Compatible printer

Instruction Booklet for ERIC MICROsearch

Test items

Part III - Access to a News Retrieval Service
(Dow Jones, Dialog, CompuServe, & The Source are examples--NBEA also has a news retrieval service)

Any computer with modem

Ten-button telephone

General purpose adapter

Instruction Booklet for News Retrieval

Sample Exercises

Test items

Competency Goals and Objectives

1. To become familiar with the various types of telecommunications used in the business world.

2. To realize the time-saving devices using telecommunications in research.

3. To become familiar with terms used in telecommunications.

4. To be able to identify hardware and software necessary for telecommunication.

5. To perform a variety of telecommunication tasks through activities and a simulation.

6. To learn to use a telecommunications news retrieval service.

7. To become aware of the impact of telecommunications on society.

Part I - An Introduction to Telecommunications Technology

Activities (3-4 hours)

1. Using the audio-visual teaching aid, **Telecommunications Technology and Devices**, the teacher presents a 15-minute slide presentation to introduce the philosophy, procedures, and language of telecommunications.

   A cassette recording with narrator is provided as well as a printed copy of the narration.

2. Group discussion questions and answers are provided. The questions should probably be handed to the students in advance so they know what they are looking for as they watch the slides.

3. Seventeen student projects are provided along with resource information for completing projects.

4. A true-false quiz is available to evaluate the effectiveness of learning that has taken place at this point. An explanation of the statements answered "false" is provided as well as a key for all questions.

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*Note: This page was taken directly from the book, **Telecommunications Technology and Devices**, by Harry R. Moon and Rollie Cox. Written consent was given by MPC Educational Publishers, 3839 White Plains Road, Bronx, NY 10467-5394. (1-800-223-8055)

Part II - ERIC MICROsearch Simulation

Activities (3 hours)

1. Using the ERIC MICROsearch simulation materials, have students complete the User's Manual. This manual includes some practice activities with answer keys. It would be feasible for **two** students to work together on this simulation.

   Continue here after completing the User's Manual.

2. Study the sheet labeled "ERIC MICROsearch Terminology" on page 6 of this module.

3. List A on page 7 contains **key terms** in titles of articles pertaining to the course "Introduction to Business". Students should choose **two** Searchterm words from this list. Next, they should follow the procedures learned in Activity 1 as they enter the Searchterm words in the Searchterm Line.

4. From the "hits" in List A, "Show" three sources of information giving Accession numbers, Titles, Authors, Journal Citation and Descriptors. Print the three sources. Using a pen or pencil, label the Accession Number, Title, Author, Journal Citation and Descriptors as shown in the sample on page 7 of the User's Manual.

5. List B on page 7 contains **key names** of authors who have written articles pertaining to the course "Introduction to Business". Students should choose three Searchterm words from this list. Following the procedures learned in Activity 1, they should enter the Searchterm words in the Searchterm Line.

6. From the "hits" in List B, "show" one source of information giving the Accession number, Title, Author, and Journal Citation and Descriptors. Print the source. Using a pen or pencil, label the Accession Number, Title, Author, Journal Citation and Descriptors as shown in the sample on page 7 of the User's Manual.

Activity 2

"ERIC MICROsearch Terminology"

Bibliographic Record - A description of a particular journal article which includes the title, author, journal issue in which it appears and some keywords which describe contents of the article.

Descriptor - Keyword or subject heading that is taken from **The Thesaurus of ERIC Descriptors** and assigned to journal articles to indicate the significant concepts or topics dealt with in the article. *Major descriptor* is marked in the bibliographic record with asterisks. DE= or DE*= (Refer to page 7 in the User's Manual).

Searchterm Line - The line opposite FIND at the blinking cursor. (Refer to page 4 in the User's Manual).

Decision Line - The line opposite KEEP? Y/N/V (Refer to page 5 in the User's Manual). For your exercises, you will want to choose Y for yes.

"Hits" - In searching jargon, the number of items retrieved is often called the number of "hits". (Refer to page 5 of the User's Manual).

"Show" - (Refer to page 6 of the User's Manual). Opposite the Command Line are the options. If you choose "Show", information will appear on the screen as indicated on page 7 of the User's Manual.

Accession Number
Title
Author
Journal Citation
Descriptors
Identifiers

(The terms are illustrated on page 7 of the User's Manual)

Activities 3, 4, 5, & 6

Introduction To Business

(Remember! You may have to search Database disks #1 and #2 to find the information needed.)

List A (Key terms in titles of articles)

Job
Interviews
Career
Reports
Advancement
Communication
Databases
Laboratory
Games
Introduction
Students

List B (Key names of authors)

Bacsich, Paul D.
Kaye, Tony
Ward, Peggy M.
Adams, Dennis M.
Fong, Elizabeth N.
Yao, S. Bing
Becker, Henry Jay
Cowles, Jim
Edwards, Judith B.
Limback, Rebecca

Part III - Dow Jones News Retrieval Service
(Any news retrieval service could be used)

Activities (3-4 hours)

1. Using a computer with modem, a ten-button telephone, and a general purpose adapter, the teacher should demonstrate "logging on" to a News Retrieval Service.

2. Have students complete instruction guide on page 9 of this module.
   a. Logging on
   b. Sample exercises

3. Complete Assignments 1-3 for the News Retrieval Service on page 11 of this module.

Part III - Telecommunications using Dow Jones News Retrieval Service

Materials: Computer/Modem/Telephone Line
DOS
Communications Diskette - (SmartCom™ Software)
Access to Dow Jones News Retrieval Service (Password)

Instructions:

Logging On:
A> b:
B> scom
Select #1 - Begin Communications
Shows menu
Select O
Select Z
Phone #: 13323131 (Charlotte area)
Wait until screen clears
Hit: Enter, Enter, Enter
@ c dow
What service? DJNS
Password: (??????????)
What query? (Type any of the access codes)
Exa. //movies, //sports, //books, etc.

Logging Off: Disc/enter

Hanging up telephone: F1, O, H

Sample Exercises

Example 1: Prepare a report on the college of your choice. Use //schools and type in the correct name of the college of your choice.

Example 2: Find the weather for your area by using //wthr.

Example 3: Find out the best-selling books (fiction and non-fiction) using //books.

Example 4: You have free time this weekend and would like to go to the movies and can't decide what you want to see; using //movies find the top movies, a brief description, rating and length of each.

Example 5: You have a report to turn in on computers, find the information quickly by using //encyc.

*By now you are familiar with how the system works, all you need is the access code. By typing in //symbol, you can get a comprehensive listing of symbols and codes used with Dow Jones News Retrieval databases. At the bottom of this sheet is a brief listing of the ones most often used for classroom activities.

**By typing // database code and pressing (enter) you can change to a different query. (A reference card for text-search services and access codes comes with the purchase of the service.)

Listing of general service access codes:

//OAG - Official Airline Guide (Schedules, fares and hotel/motel information)

Commands in //OAG

Type	To Request
/I (Return)	Information & Assistance
/F (Return)	Fares
/S (Return)	Schedules
/T (Return)	Travel Discounts
/H (Return)	Hotel/Motel Information
/M (Return)	Commands menu
/C (Return)	Review or cancel reservation

// ENCYC - Academic American Encyclopedia

// SCHOOL - College Selection Service

// STORE - Electronic Shopping Service

// MOVIES - Movie Reviews (back to 1926)

// BOOKS - Reviews of fiction and non-fiction works

// SPORTS - Sports reports (updated continuously)

// WTHR - Current weather reports and three-day forecasts for 100 U.S. and foreign cities.

// SYMBOL - Symbols directory: listing of symbols and codes used with databases.

Part III - Test Items using Dow Jones News Retrieval Service

Directions: Now that you have had practice securing information from most of the services offered by Dow Jones, you are ready to test your skills by successfully completing the following assignments.

Assignment 1: The AIDS epidemic has been a major issue for the entire population of the U.S., and you are curious about the scientific name, origination, who's affected, and how it is transmitted. Use the encyc database (//encyc) and find everything you want to know about this disease. Turn in a report.

Assignment 2: Your older brother or sister is attending N.C. State in the fall. Help out by using the school database (//school) and get a detailed report on the university which includes academic programs, requirements, activities, and annual cost (include tuition, room and board, and other required expenses).

Assignment 3: You are going to the movies this weekend. To help you decide on a movie that is to your liking, use the movies database (//movies) and look up the top and current movies and get a report on each movie that interests you. Include in the report a brief review, rating and length of movie.

**All report information will be printed out from the service, taken to the student's personal work station and analyzed based on the information sought in each assignment. A student-revised report will then be submitted to the instructor.

REFERENCES

AT&T Services (Merlin System Users)

901 West Trade Street
Charlotte, NC 28202
1-800-247-7000

Dialog Information Services, Inc.

3460 Hillview Avenue
Palo Alto, CA 94304
1-800-227-1960

Dow Jones & Company, Inc.

P. O. Box 300
Princeton, NJ 08543-0300
(609) 520-4746

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036 Huntington Hall, Syracuse University
Syracuse, NY 13244-2340

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